THE IMPACT OF PUBLIC SERVICE ANNOUNCEMENT - A STUDY OF THE OUTCOMES DURING COVID - 19

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ABSTRACT

Covid-19 is a phenomenon of enormous magnitude and relevance. Its impact has affected various social domains, including the media and journalism. Since the beginning of this health crisis, the news has become a valuable resource for citizens. This study examines the impact of public service announcements and the study outcomes during covid.

The secondary date and survey method were particularly used and find out the impact of public announcements during the pandemic. The random and cluster sampling method is used.

The public service announcements were used to create awareness among the people on a particular issue, in this research study I used the particular time of pandemic.

KEYWORDS: Public Service Announcements, Covid-19, Awareness.

INTRODUCTION:

In recent years, advertisements in India are penetrating traditional media and modern media. The advertisement can be divided in to two categories and they are commercial advertisement and public service announcement. they also divided by profitable and non-profitable source of income for advertisement .the PUBLIC SERVICE ANNOUNCEMENT are non-profitable source of income because it's a service advertisement to people to create awareness among the public and also to give disseminate information to the public to precaution from which are harmful to the human nature for example ,smoking causes cancer , wear mask and maintain social distance etc. public service advertising has the widest audience. From the content point of view, most of them are our social themes, which leads to the solution of our social problems, which is more likely to arouse public resonance. Therefore, public service advertisements are easy to get popular and reachable.

The covid -19 refers to ' CO ' which stands for corona, ' VI ' for virus, and 'D' for disease. Formerly, this disease was referred as '2019 novel coronavirus' or '2019-nCoV.' The COVID-19 virus has a new virus linked to the same family of viruses as severe acute respiratory syndrome (SARS) and some types of common cold. Because of its propagation and disruption of every human daily life on the planet, this virus flipped the entire world upside down. The situation in India is worse because the people are suffering lot through physically and economically. the recent studies informed that in India more than three lakh people are affected by this virus daily .

The relation between the PUBLIC SERVICE ANNOUNCEMENT and covid - 19 is that Indian people are getting advised by PUBLIC SERVICE ANNOUNCEMENT which connects the government and people directly. because the authorities cannot tell every citizens to their door about the precaution steps from the covid . instead they can create PUBLIC SERVICE ANNOUNCEMENT about the prevention steps and precaution steps which could help the people to understand the steps of precaution. which helps to reduce the virus spread level.in this research I going to explain about the impact of PUBLIC SERVICE ANNOUNCEMENT on people , whether these PUBLIC SERVICE ANNOUNCEMENT about the covid precaution during pandemic .where it is useful or not and up to what extent it had been reached the public.

Keywords: Media Message, Social Advertisement, Public preferences, Positive Impact.

Problem statement:

we mainly aim to study the pact of public service announcement during pandemic at Madurai and some part of Tamil Nadu. we can find that at what extent this service announcement are created an impact the public behavioural change during the covid ,

OBJECTIVES:

- To Understand the role of PSA to the public

- To examine how PSA creating awareness on pandemic

- To analyze the extent of the outcome created by PSA to the public

- To evaluate the information and measurements taken out during pandemic

RESEARCH METHODOLOGY:

Descriptive study has been used for this study. Data for this study was collected by means of respondents from Madurai. The sample size was 50

Sources of Data: The data for the study has been collected from both primary and secondary data. Primary data has been collected through structured questionnaire. While secondary data has been collected from various websites and journals.

Population and sample size: The sample population for the study has been taken from Madurai and sample size is50

Tool for analysis: The tool used for analysing the data collected is percentage analysis. Presentation: The data collected is presented in the form of table.

REVIEW OF LITERATURE:

- Plenty of researches on public service advertising and its issues were studied throughout the world. As per the data available, it can be said that up to 20th century American researches in PSA area dominated, but later the researches were conducted in Europe, China and India. In India, good researches were not conducted and were not analyzed. Therefore, whatever the research related to PSA in Indian context were found is being presented here.

- Jeff, Lisa et.al. (2008) in an investigation titled Message Design Strategies to Raise Public Awareness of Social Determinants of Health and Population Health Disparities supported that for the populace wellbeing, one ought to encase correspondence to recognize a job for person choices about conduct and mentality. Frith and Muellu, (2010) and White, (2000) has called attention to Misuse of Individuals in advertisements can prompt an assortment of issues.

- Bhatia, (2009) stated that out of the campaigns initiated in rural India in 1990s, few campaigns are for children, women, girls' child welfare, AIDS awareness, and clean water programs loads of campaigns covered. Bhatia, (2009) have also mentioned that in 1980s slogans were directed for family planning —Ham do Hamare dolland newly —Ham do Hamare ek. Alyque Padamsee was the first Indian to make a Social Awareness Advertisement through his public service film on Handicapped Children,

ANALYSIS AND INTERPRETATION:
Table 1: Distribution of respondents based on Gender

Gender	Responses	Percentage
Male	32	64%
Female	18	36%

Interpretation:

In a sample of 50 responses, 32 respondents were male which 64% is and remaining 18 were female which is 36% and it is found that there were no respondents from the third category.

Table 2: Distribution of respondents based on Location

Districts	Responses	Percentage
Madurai	27	54%
Trichy	6	12%
Chennai	2	4%
Cuddalore	5	10%
Dindugal	2	4%
Erode	4	8%
Coimbatore	2	4%
Theni	2	4%

Interpretation:

From the above table, it is inferred that 54% responses are recorded from Madurai district, 12% are from Trichy district, 10% are from Cuddalore district, 8% are from Erode district, 4% are from Chennai, Coimbatore and Theni districts.

Table 3: Distribution of respondents based about public service announcements, what's the first thing that comes to mind

Particulars	Responses	Percentage
TV	20	40%
Print Media	1	2%
Radio	6	12%
Social Media	23	46%

Interpretation:

From the above table, it is inferred that from 50 sample 46% of people mind set chosen social media , least will print media with 2% and tv have the second majority in the table of respondents with 40% and 12% people are selected radio .

SUGGESTION :

• Instead of spreading the same repeated messages something more interesting and creative should be created.

• It should also contain real life examples. So, that the people must have a direct impact , rather then ignoring

• Creating awareness through social media and giving ads through web portals are highly recommended.

• Pandemic still can be efficiently handling by first introduced methods sanitizing the public transportation regulations on timing of buses to avoid crowding

• The respondents felt that Actions rather than words with Social volunteer.

• Prepare a variety of ads instead of repeating a single ads on pandemic through public service announcements.

• The people are suggested that More active and more technical because the ads were repetitive and not updated at the time of second wave of covid in India.

CONCLUSION:

The public service announcement has emerged as a popular source of information during the pandemic situation and every age of people are having the knowledge about the announcements ,its main aim is to create awareness and precaution steps that people must aware of it .we got morer response from the region Madurai and from this study, we got the information that there is been impact were created by the public service announcement and also we found that there is behavioural change also created like social distancing and wearing mask among the public .on other side of this public service announcement that the people are got frustrated due to its repeated message which felts that its forcing them to do particular things .but the positive response are higher than other responses .As a outcome of the ,it can be concluded that the Public service announcement were created a positive impact on the public during pandemic.

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